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Annual meeting / mixer

Friday, April 22

California Bank and Trust
1451 Solano Avenue

Online registration and renewal
now available! Visit:
www.solanoavenue.org/join

Solano Avenue Association

Facebook: [/SolanoAvenueStroll](https://www.facebook.com/SolanoAvenueStroll)
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Stay informed & share your
updates! Visit our official website,
www.solanoavenue.org. "Like"
Solano Avenue Association and
Stroll on Facebook, or subscribe
to our e-newsletter by emailing
info@SolanoAvenue.org.

Welcome to Solano!

New business ventures!

Art Box	904 The Alameda
Avenue Barber Parlor	1637 Solano at Ventura
Berkeley Acupuncture Project	1229 Solano at Evelyn
The Dance Floor	1501 Solano at Curtis
Delirama	1746 Solano at Ensenada
Flora and Ferment , LLC	1122 Solano at Kains
Foxglove	1597 Solano at Ordway
Gioiellieri Jewelry and Watch Repair	1487 Solano at Sante Fe
Golden Hour	1250 Solano at Masonic
IBX Fitness	727 San Pablo
Korean Suprette	1539 Solano at Nielson
Mea Beauty	1831 Solano Avenue at Colusa
Moi Lash Spa	1702 Solano Avenue at Tulare
MooreBeautyLove	1831-B Solano at Colusa
Pamana Plantas	1615 Solano at Ordway
Pizza Twist	1821 Solano at Colusa
Squabisch Pretzels	1585 Solano at Peralta
Surowitz Immigration, PC	1365 Solano at Peralta
Valerian Law, P.C.	1530 Solano at Peralta

Under new Ownership / Relocation:

Cugini Ristorante has new ownership (1556 Solano)
Bopshop / Vons Chicken has new ownership (1823 Solano)
Brain Spa moved from 1496 to 1037 Solano
The Laundromat has new ownership (1408 Solano)
Oaks Jewelers has new ownership (1783 Solano)
Solano EyeCare moved from 1621 to 1051 Solano
Today's Rave has new ownership (1787 Solano)

SAA Membership

This annual Membership letter contains some exciting and important
announcements, including a sneak peek at our hopes and plans for a certain
beloved Fall event that you know well!

Your SAA has responded to this unique time by creating two entirely new
event series, the much-loved Solano Avenue Cars and Coffee and quarterly
"Stroll-ish" sidewalk sale events. Both promote local businesses and welcome
our community for FUN. You have enjoyed our growing holiday street decor,
Lunar New Year festival, Halloween, and so much more.

This is all possible only through your annual Membership renewal, and we
ask you to consider once again saying YES that you will be the cornerstone
for all of these efforts. Membership is available to non-business supporters
who want to get in on the spirit of support, and for Members at a newly
revised fee. We have increased our rates this year to enable us to produce
the MOST beloved event of all, and to cover our ever-increasing basic costs.
We have also confirmed extra support from the cities of Albany and Berkeley.
We are working to seek out even more so that you are not alone in supporting
the programs that help your businesses thrive. Our renewal form also offers
the opportunity to become a sponsor of our new Stroll-ish events to increase
your visibility in the region while helping us create an impact. We encourage
businesses experiencing challenges during this time to call us at 510-527-
5358 if you would like to spread out payments or discuss your contribution.
Please call us so that we can help make this work for you!



*The Solano Avenue Association is dedicated to promoting and improving
the Solano Avenue business district and to building community spirit and
identity through events, marketing, and aesthetic enhancement.*

SAA Activities

DUST OFF YOUR STROLLING SHOES...

This is your unofficial heads up! The City of Albany has committed increased financial and in-kind support, AND we won a grant from the City of Berkeley recovery funds, AND we have another item on the Berkeley City Council docket for additional funding consideration! With so much momentum, we are keeping our fingers crossed that with YOUR Membership support we can re-open the Stroll this year!! Please consider your Membership thoughtfully and know that you have the power to make this happen. After so many years of the pandemic, to safely return to this largely outdoor annual event would be an incredible experience for our entire community. We are working with staff and representatives in both cities to advocate for the approval and support we need to produce a full Stroll. So, we will let you, our valued members, know the final word as soon as we know! But things are looking UP, UP, UP!

With that top question out of the way, what has the SAA been doing in the last year, and what is planned for 2022 and beyond?

Events:

- We have restarted our **monthly First-Wednesday mixers**. We meet at locations that have both indoor and outdoor spaces, and are finding attendance to be increasing as the pandemic restrictions lessen.
- A safe, distanced **Santa on Solano event** brought hundreds of families to the Avenue, and was the centerpiece of our first Winter Strollish event
- The recent **Lunar New Year Celebration** took place outdoors this year and was a great success. The performers appreciated the increased space, and the crowd was happy to be outside on a beautiful day.
- Solano Avenue **Cars and Coffee** has settled into a reliable schedule of monthly events March through October. The winter months are tricky because car owners don't like to bring their cars out if it is wet. These happen on the fourth Sunday of the month from 8 to 10am.
- Our **first “stroll-ish” event** on the traditional day of the Solano Stroll exceeded our expectations. Attendance was great and we saw a lot of happy faces on the Avenue.
- We are excited to be **expanding our new Stroll-ish events to a regular quarterly schedule**. These are the smaller-scale sidewalk sale events that so many businesses have asked for over the years, and will only become more valuable as time goes on.

We always encourage businesses to contact us with questions or suggestions for our events. All of our events bring people to the Avenue and we can help you make the most of the opportunity they represent.

Programs:

- The **Solano Avenue gift card program** continues to bring thousands of dollars of business to the Avenue each year. Every gift card that is sold is \$10 that must be spent at a Solano Avenue business.
- Our active **social media presence** reminds our neighbors of what Solano has to offer.
- SAA staff and our Board President continue to **meet quarterly with staff of both Albany and Berkeley to discuss maintenance issues and to advocate**

for improvements. Our frequent eyes on the street are invaluable for alerting the cities to immediate problems, and longer term issues.

- The SAA holds a seat on the **Albany Economic Development Committee** which provides the business community a powerful voice in Albany government
- The **Blue Glove Crew** continues to clean up the street three days a week, rain or shine – as it has for nearly 15 years! All are welcome to join us. We meet on Solano at the BART tracks M, W, F at 7:50am.

These events and programs are only possible with the support of our members. Please renew (or join) today!

Solano Avenue Celebrates Diversity

Walk down Solano Avenue and you will see restaurants featuring cuisine from all over the world, stores featuring gifts from many different countries, and services catering to a range of cultures and communities. **This diversity is part of what makes Solano Avenue so special and so vibrant.** SAA events celebrate and increase this diversity by introducing the Avenue to people from all over the globe and with all sorts of personal histories and cultures. The Solano Avenue Stroll is famous for hosting booths, performances, and music of so many different kinds that it is difficult to describe. Meanwhile the SAA works very hard to welcome all new businesses to the Avenue and to help them settle into their new space and become integrated into our special, diverse community.

Policy efforts you should be aware of

The City of Albany continues work on their specific plan for San Pablo Avenue as well as an update to their housing element. These updates promise to bring more people to Albany and Solano Avenue, while potentially impacting parking. Meanwhile, the Alameda County Transportation Commission is working on a project to make the San Pablo Avenue corridor friendlier to public and active transportation. In Albany these changes will likely include bulb-outs for pedestrians at intersections and improved access and lighting.

You may view and provide feedback on all of these plans: sanpablospecificplan.org, albanyca.org/departments/planning-zoning/housing-element, alamedactc.org/sanpablo

2022 calendar of events

Annual Meeting / mixer	April 22
Spring Stroll-ish	May 1
Summer Stroll-ish	July 24
Fall Stroll-ish	September 10 (Saturday)
Solano Avenue Stroll	September 11
Halloween on Solano	October 31
Santa on Solano	First 3 weekends of December
Winter Stroll-ish	December 11
Lunar New Year Celebration	February 12, 2023

Partnerships

City of Albany Economic Development Committee
City of Berkeley business district network
Diverse Housing Working Group
YMCA - Albany

The SAA is an important voice advocating for the businesses in Berkeley and Albany. If you know of something the cities should be addressing, please let us know.